

Advice Local Wins Big for Google My Business Bad Data Awareness Video from Web Marketing Association

Local Presence Management Company, Advice Local Adds to its Trophy Room as Their Google My Business Video Featuring #AlexFromTarget Wins an Online Video Award

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Adding to an impressive list of local and national awards, Advice Local was recognized by the Web Marketing Association's Internet Advertising Competition for its "Alex from Target Google My Business Bad Data Awareness" video.



The company's proprietary local search technologies give brands, agencies and small-to-medium-sized businesses the resources to manage their location data from one easy-to-use dashboard, in an effort to retain consumer trust. After all, 73 percent of consumers lose trust in a local business when it has inconsistent location data. To see the winning video, request a demo of the technology or run a free report to check the current online visibility of any business, visit www.AdviceLocal.com/alex.

The video was the second in the company's #MoData campaign, to encourage businesses to take control of their online presence. Taking a cue from their first video, they started with a trending topic and had the wildly popular Alex Lee, #AlexFromTarget, as the star. The video highlighted how difficult it can be to connect with businesses when an address is incorrect online.

"Winning an Internet Advertising Competition award recognizes our excellence in online advertising and is an outstanding third-party endorsement for our company's efforts,"
Bernadette Coleman, CEO of Advice Local said.

To get their message out about the importance of having good location data, the company worked with [Media Distribution Solutions](#) and talent from [Icon Studios](#) to create the fun, yet educational video. It serves as a reminder and an encouragement to many small business owners, digital marketers and the industry as a whole, to manage their digital presence. Working with a brilliant video team, Advice brought the message to life in a unique way.

"We were excited when Advice Local presented the idea for this video. Our Video Operations Team, lead by Doug Via jumped right in and began working through how we could turn this vision into a reality and really deliver the message for our partners at Advice Local. The video is entertaining and fun, but also really drives home the importance of the services they provide," Brian Russell, COO of Media Distribution Solutions said.

With this accolade, Advice Local joins the likes of Allstate, John Hopkins and Western Union, which were also winners in other online video categories. The annual awards, created by the Web Marketing Association, honor excellence in online advertising and are graded on creativity, innovation, impact, design and more. The panel of judges included marketers, advertisers and creatives, at high levels, from all around the world.

Advice Local continues to lead the way in local search and digital marketing, with strategic and creative passion. The company is “all about that data” and will continue to help more and more local businesses to be successful, through partnerships with other agencies and resellers and, in some cases, providing services directly to business owners and brands.

For more information about Advice Local, or to find out how to become a reseller, contact Bernadette Coleman at 214-310-1356 or bcoleman@advicelocal.com.

About Advice Local

Founded in 2009, Advice Local offers superior local presence management technologies and services to small-to-medium-sized businesses, channel partners, agencies and national brands. To date, they have helped more than 300,000 business locations reach mobile consumers, across a network of more than 200 directories, search engines, online profiles, applications, mapping solutions and social media partners; these include Google, Apple, Bing, Facebook, Foursquare, Yahoo and Yelp.

Their local search technologies and agency services have the bandwidth to enable millions of businesses to tap into the power of accurate location data. This, in turn, drives face-to-face and digital interactions, intended to boost customer engagement, build audiences and increase sales, through an all-inclusive, white-labelled, SaaS-based dashboard and marketing platform.